MODERN IDEAS for the use of TILE

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IT may be that you know tile only as it has been—glaring white or in colors so crude that you would never want them in your home. This book tells you of modern tile and its use in modern building. It will give you a clear idea how delightful are the many colors and textures of modern tile and its new sizes and shapes.

From the illustrations you will see that there are unlimited possibilities for lovely designs and unusual decorative effects with modern tile. The text and pictures will show you that tile which is right in color, in finish and in design will make many parts of the home more beautiful, more interesting, and more livable.

Like other modern ideas, the decorative use of modern tile is practical and economical. The cost is but little more than ordinary tile, while the lasting and wearing qualities introduce a new practical factor.

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NEW YORK
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206 E. Grand River Avenue

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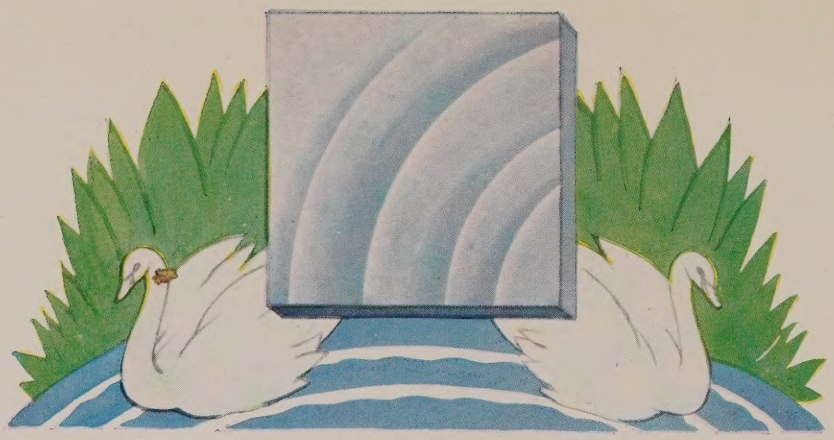
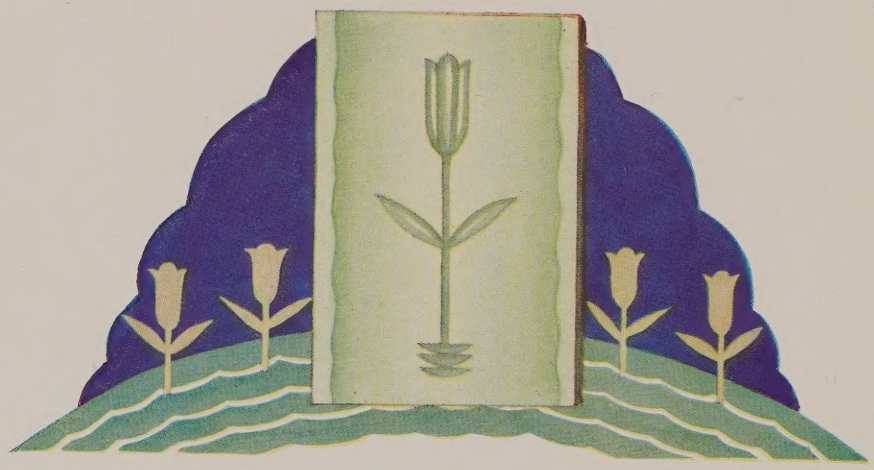
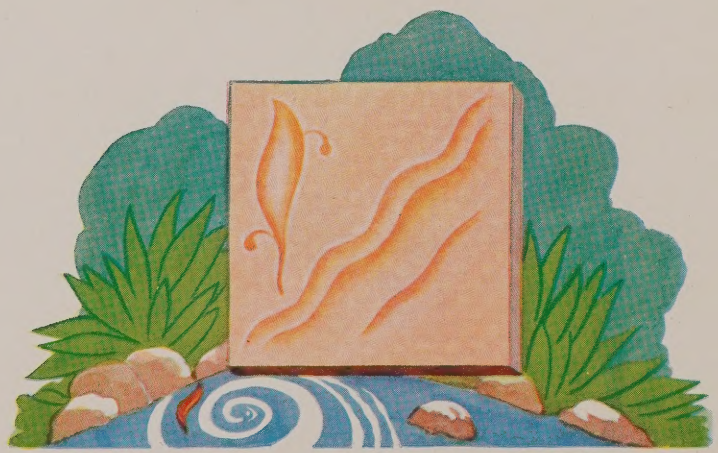


A LAD, feeding swans in a crystal lake . . . the ripples fanning outward . . . became an idea . . . the idea became a design, and the design became "Pond Ripple" . . . an exclusive Robertson Incise Planatile.



A BLOSSOM raised its head from the clear water of a mill pond. An artist caught a glimpse of its chaste beauty. His rendering of the subject might well have hung in a gallery. Here is the "Blossom" design in Incised Planatile.



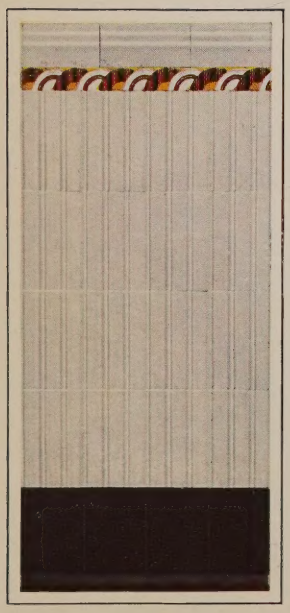
CAUGHT in the swirling eddies of a mountain stream, a leaf was tossed from whirlpool to ripple. The leaf caught the eye of an artist and became "Leaf and Ripple," one of the new series of Robertson Incised Planatile.

THESE are three of an interesting series of incised designs, all derived from nature's own bathing pools and all adapted to this beautiful Planatile and perfectly suited to its uses.

The gradations of color tones in these incised tiles emphasize the beauty of the design and add an unusual and delightful decorative element.

Planatile is also made in surface designed and flat tiles in new proportions, to match, blend or contrast with the incised designs.

How white fixtures can be used to accent colorful bathrooms



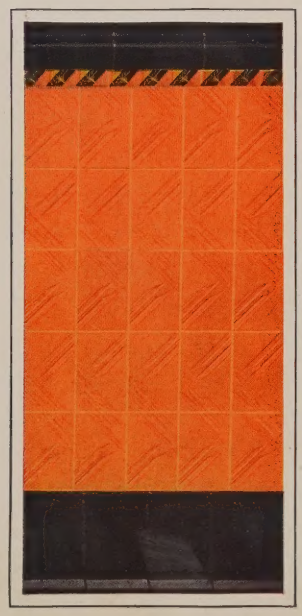
WHEN white is used sparingly in such elements as fixtures, it serves to accent whatever color is used with it and actually becomes another color.

Here is a spacious, simplified bathroom arrangement . . . plenty of room and daylight . . . everything convenient. The tub and shower adjoining is a new idea. The frosted and etched window with Venetian blind over the tub provides light and decoration, as well as achieving a daylight shower.

The facing of walls and tub is done in rich blue Incised Planatile in the "Pond Ripple" design. The floor is distinctively laid in Chromatex simulating an all-over blue and white modern rug, while the tile bath mat effect is executed in Chromatex Mosaic, repeating the "Pond Ripple" motif.

Panel at the left . . . a field of cool gray, "Ripple Wave" design of Planatile (6¾″ x 4¼″) with a black buttress base of the same size. The set-back cap (6″ x 3″) is the same gray as the field, while the decorative border adds a bit of color.

Panel at the right . . . an unusual all-over pattern resulting from the Incised Planatile design, "The Flash." The color is orange. The black buttress base and set-back cap add a strong contrasting note, while the decorative border relieves the severity of harsh lines.



A colorful bathroom featured by the new square Planatile

●

ABOVE is shown a corner of a distinctly colorful bathroom employing both the "Spray" and the "Leaf and Ripple" designs of Incised Planatile in alternate vertical rows. The ceiling of the tub recess is plain flat surface Planatile in the same color. Blending with the warm color tone of two different incised designs in Robertson Planatile is a Creole embroidered shower curtain.

Around the tub and soap dish a striking accent is achieved by an alternating, checkered blue and peach border, making a pleasant transition from the deep rich tones of the blue fixtures to the warm pastel shade of the walls.

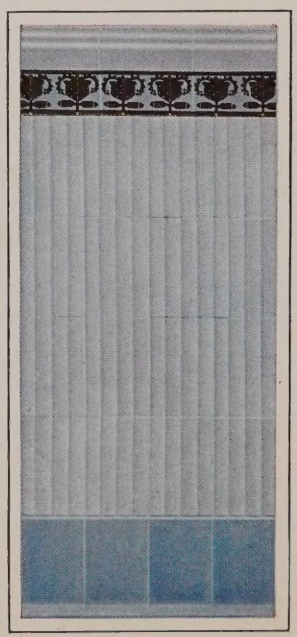
In this case the front of the tub is faced with blue "Ripple Wave" Planatile, set vertically. If your bathroom happens to have a low ceiling, use all the vertical lines you can. This will give height to your room as in the picture above, holding your eye down—away from the too-low ceiling.

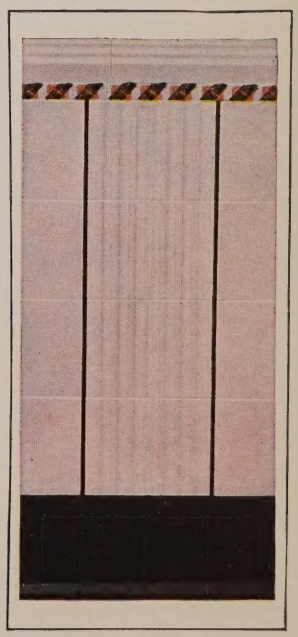
This same decorative treatment could be carried all around the room. The walls may be tiled to the ceiling in the same Incised Planatile designs or carried only wainscot height with a contrasting base and matching cap.

The soap dish, grab rail and towel racks are fired and glazed by Robertson to match the color tone of the Planatile walls. The floor may be of Flormatex, the new matt glazed floor tile, in blending colors; or in Chromatex Mosaic.

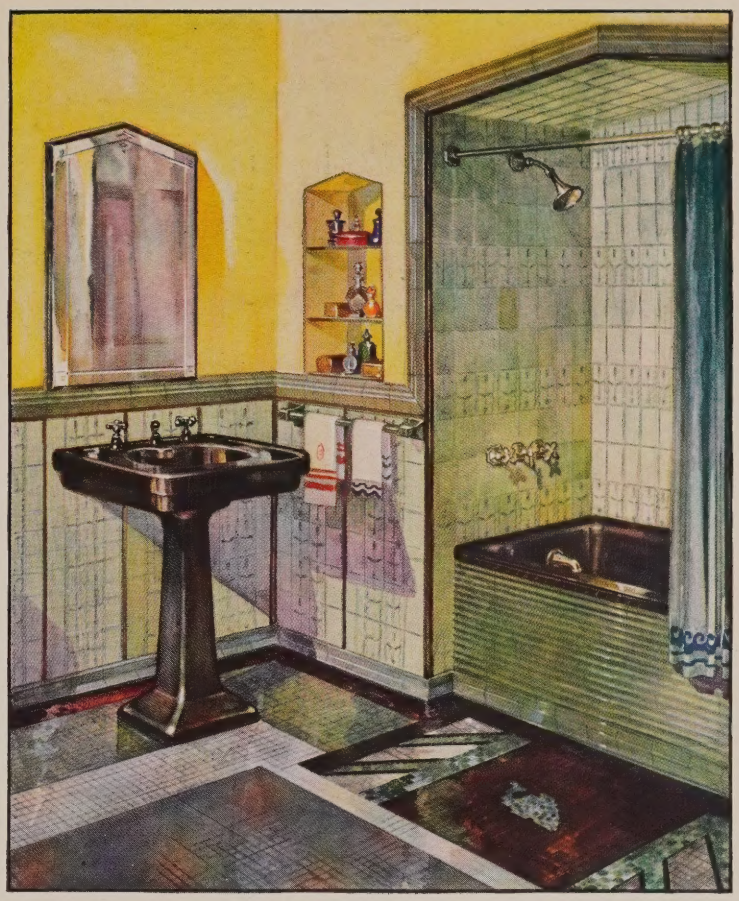
First panel on left . . . shows a single pattern formed by a field of "Reed Stripe" Planatile (6¾″ x 4¼″) in light blue, with a decorative border (6″ x 3″). The buttress base is a deeper shade of blue. The set-back cap (6″ x 3″) matches the blue field.

Second panel on right . . . an interesting variation with a field of alternating panels of "Angle Stripe" Planatile and plain tile (6¾″ x 4¼″), both light orchid, separated by a plain black strip (3″ x ¼″). The buttress base is also black, while the set-back cap is the same shade as the field.





Making a small conventional bathroom attractive



HERE is a conventional bathroom, made to look larger and more attractive by the use of color and by the design in the tile. Light green is the contrasting note to the black fixtures. In the wainscot, the "Blossom" design of Incised Planatile, run vertically to give height, alternates with plain tile panels. Vertical black lines in tile separate the incised and plain tiles.

The bath tub alcove is faced in the same combination, set in horizontal bands with a plain ceiling, which makes the recess seem larger. The black tub is faced with green "Angle Stripe" Planatile of a different size in continuous pattern, set horizontally, creating the illusion of a low tub.

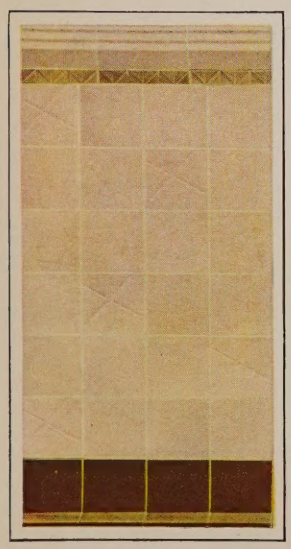
An unusual effect is achieved in the floor with Chromatex Mosaic in black, green, and two tones of gray. And a novel idea is the simulated bath mat done in the same colors of Chromatex tile.

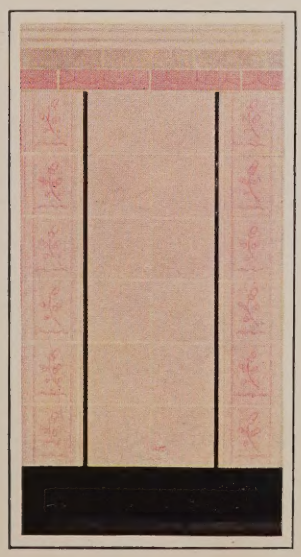
The towel rack and other accessories match the Planatile . . . a distinct advantage in using Robertson tiles and materials throughout.

There is such a wide range of colors in Planatile and Chromatex that you and your architect can achieve most effective results. Likewise the range of surface textures in these Robertson tiles permits latitude in decorative treatment, and makes it possible to adapt the tile treatment to the decorative requirements of the room.

The left panel is an attractive pattern incorporating 4¼″ x 4¼″ plain tile with 4¼″ x 4¼″ Planatile, incised design, "Airport." The color is light tan. The buttress base is two shades darker. The decorative border is also tan of an intermediate tone. The set-back cap matches the field.

Below on the right is another type of paneling, consisting of single vertical rows of "Spray and Ripple" Incised Planatile and double rows of plain tile, separated by black strips (3″ x ¼″). The buttress base is black, and the decorative border is a deep shade of pink. The set-back cap matches the field. The rows of plain tile may be increased to produce an effect in proportion to the room.





New ideas for modern kitchens

DECORATIVE and colorful kitchens in Robertson Planatile are as sanitary and as easily cleaned as those in conventional white glazed tile—but much more pleasant to work in.

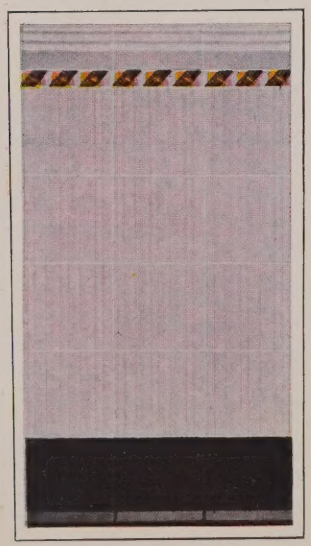
Here is an unusual kitchen—gay and practical. A feeling of size is gained by using Planatile lengthwise instead of vertically. Three double rows of the "Valance" design give a decorative effect to the plain green wall tile. The refrigerator alcove, surrounded by built-in cabinets, is lined in dark green plain wall tile. This same dark green is carried around the room in a sanitary tile base board.

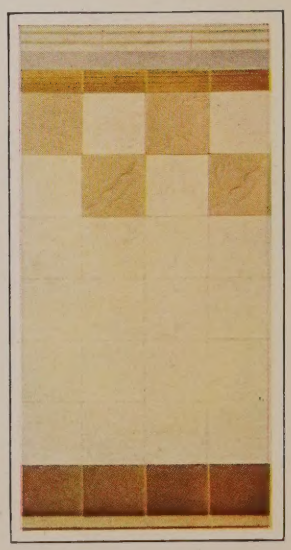
A gingham design in white and three tones of blue makes the Chromatex Mosaic floor cheerful and different. . . . The same motif is repeated in the gingham window curtains.

The two workable shelf-nooks on either side of the sink are lined with dark green plain tile. And the double set-in towel racks are fired and glazed to match the wall.

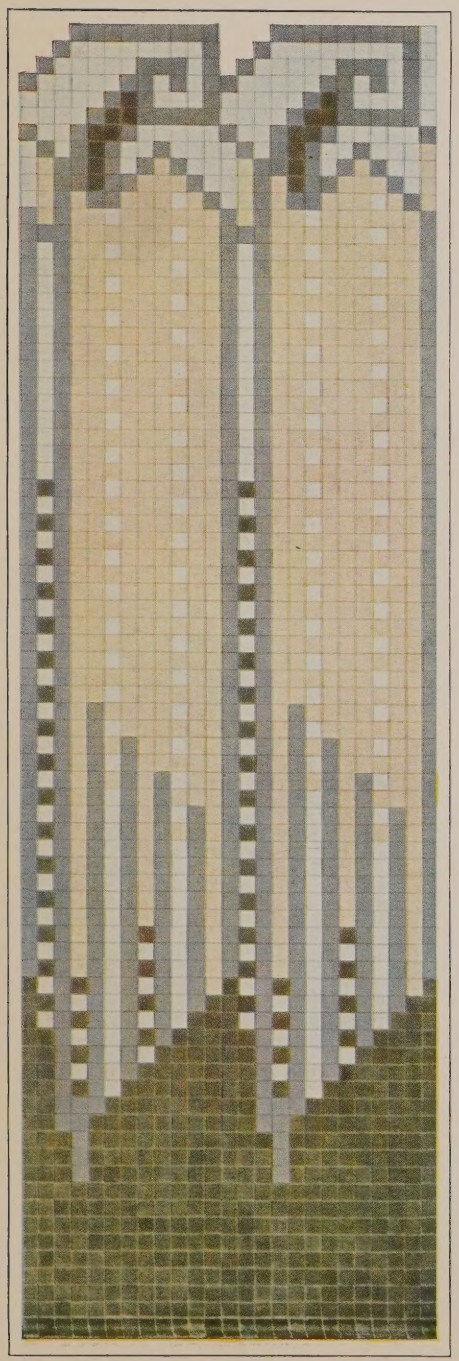
Panel at the left . . . the Planatile "Fold Stripe," in dark orchid, forms the field. The 6″ x 6″ size is notable because of the different appearance which it provides. Set-back cap and decorative border are of the same orchid tint, while the buttress base, also 6″ x 6″, is black.

Panel at the right . . . here is a combination arrangement of plain tile with two incised designs, "Spray" and "Leaf and Ripple," forming, in effect, an interlocking border. The entire wainscot is done in contrasting tones of tan.





A color substitute for white wall tile at similar cost



POPULAR fancy has most certainly turned against glaring white for architectural materials. White glazed tile has always been a sentimental symbol of purity and sanitation; but today color is such an important factor in all forms of decoration that the home owner and architect are always seeking ways and means of achieving color and texture without materially increasing the cost.

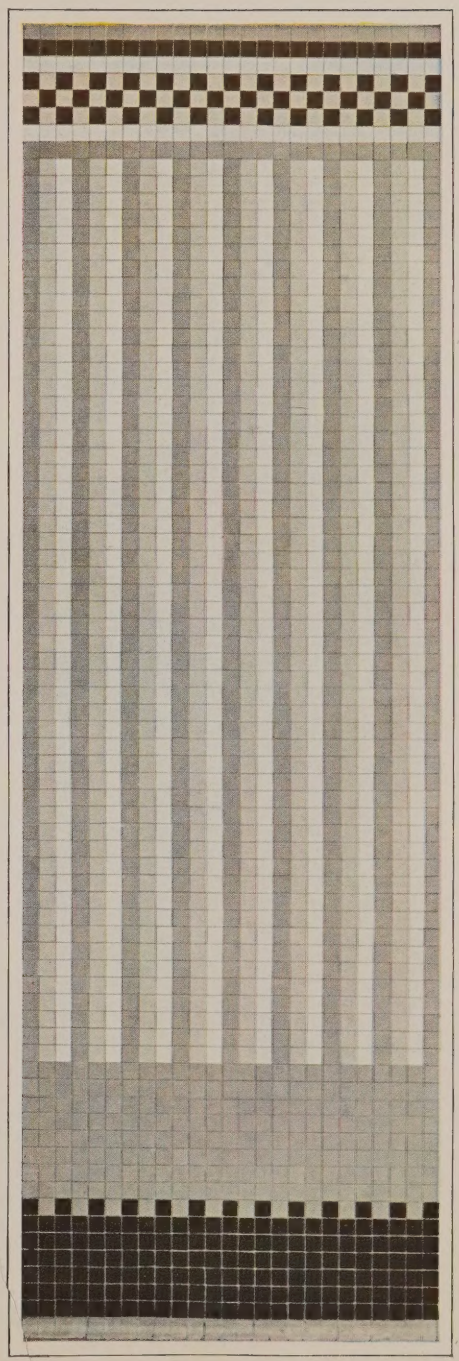
One of the Robertson Tile innovations is Chromatex Mosaic Tile. Chromatex had its origin in a desire to provide not only color but variegated color at a cost as low as plain white glazed tile. Chromatex comes in several sizes. The most effective sizes, 1″ x 1″ and 1″ x 2″, are sometimes used in combination for unusual effects.

An extensive range and variety of color and texture is available—some are plain tones, some are sanded effects and some speckled.

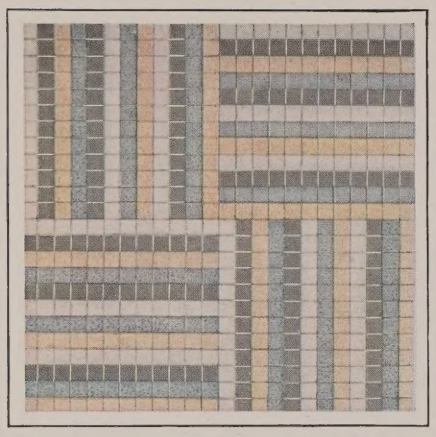
Chromatex is ideal for floors—especially bathrooms, wash-rooms, locker-rooms, conservatories, outside foyers and other places where water or dampness may be present. The surface of this tile, although smooth and impervious, has a non-slip quality of prime importance in these settings: Chromatex, being vitrified, provides a surface which does not craze or crack under ordinary usage.

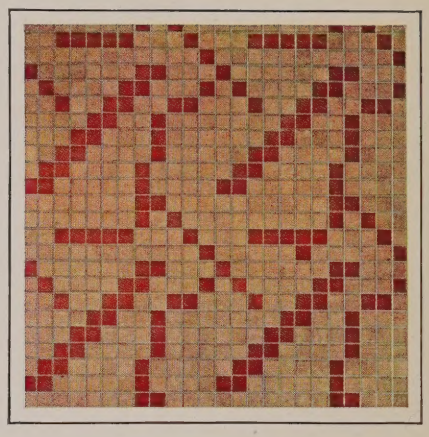
Chromatex will outwear highly glazed tiles; and in any place where hard usage is constant, Chromatex is the more serviceable tile to choose.

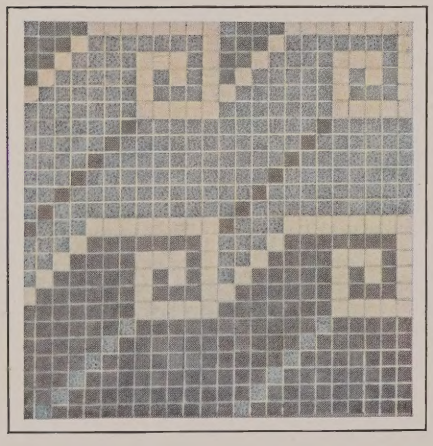
On this page are two sample wainscot panels showing how Chromatex can be used in conventional or unconventional patterns. Here you will see three or four colors utilized in attractive combinations. The height of the wainscot can be adjusted to accomplish the most pleasant effect in the room.

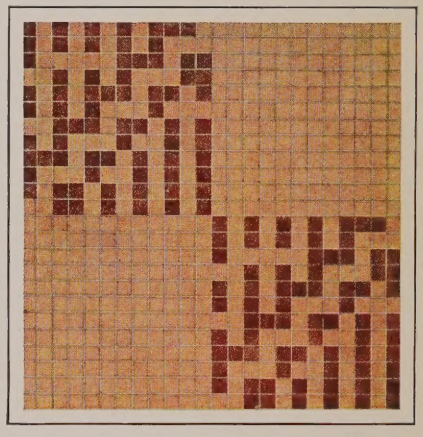


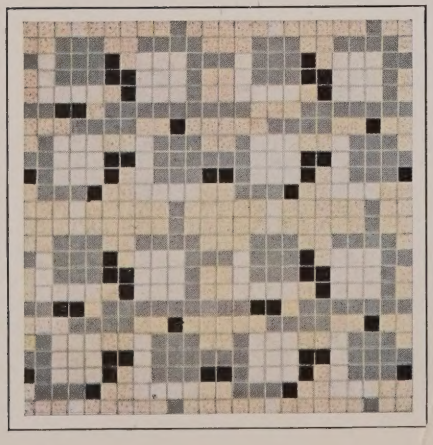
Unusual floor effects in Chromatex for homes, institutions or public buildings

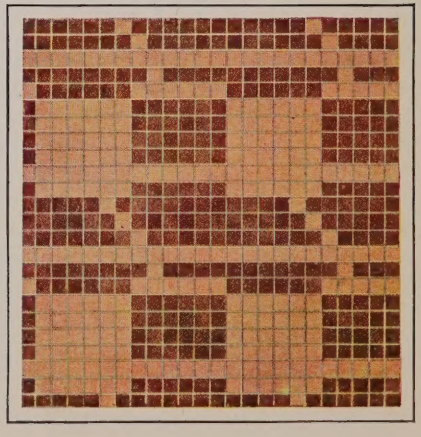












FLOORS subjected to daily public use should invariably be laid with non-slip tile. One of the chief characteristics of Chromatex is its slip-resistance.

The color and even the texture of Chromatex are uniform throughout the tile so that no amount of wear will show any change of color or texture.

Another important feature of Chromatex is its impervious, hard surface. Acids, chemicals, oils and other staining elements will lie on the surface and can be easily and simply cleaned off. This is highly important in kitchens, service-rooms and wash-rooms in public buildings.

All the floor patterns shown on this page are done in the 1″ square tiles, showing the great variety of decorative effect possible by the simple variation of color and texture.

Splendid effects can be achieved by the use of two, three and four colors set in an unconventional mosaic plan or (as shown on this page) presenting different repeat patterns.

The six Chromatex floor samples illustrated indicate the extreme flexibility of patterns possible with these tiles. Any sort of design may be simulated or a distinctive tile design can be achieved. Some of these sample patterns employ all three textures and three or four colors.

Try your own hand at designing your next tile floor. Give your architect your ideas and let him refine and adapt your design to the room being developed.

In the back of this book is a sheet of graph paper that is used by architects and tile contractors, spaced in little squares to the scale of one inch to the foot. Use this sheet in designing your own floors and walls, choosing the colors represented on pages 7, 8 and 9.

Interlocking borders and unusual field effects

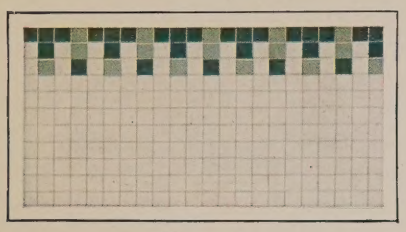


Figure 1

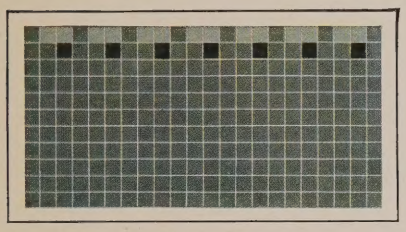


Figure 2

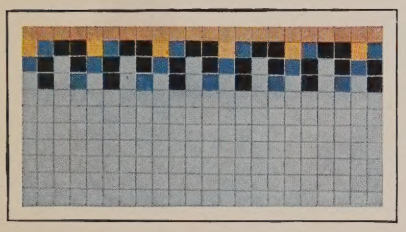


Figure 3

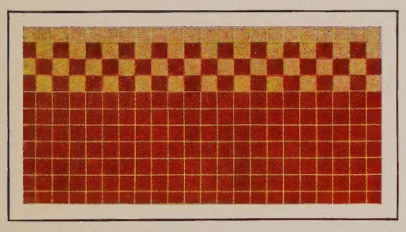


Figure 4

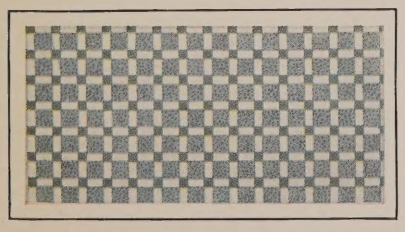


Figure 5

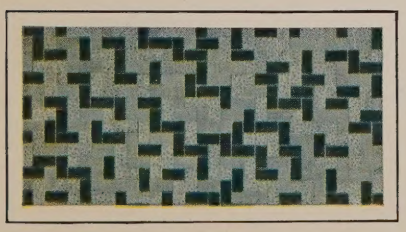


Figure 6

ON this page are shown twelve sample tile patterns, indicating the unusual flexibility of Chromatex Mosaic design. The first four patterns on the left show what is known as interlocking borders. Instead of conventional plain borders creating hard divisional lines, Chromatex may be used effectively for interlocking borders in floors and walls where the field and border are blended into a distinct pattern.

The other illustrations indicate the great variety of design that can be achieved in floor and wall fields. Some are done in 1″ square tile, while others employ ½″ square, ½″ x 1″ or 1″ x 2″, laid straight or diagonal, all of one size or used in combination.

Two of the illustrations, figures 6 and 7, indicate the unusual effect of random patterns where mixtures of certain colors and textures make an unconventional design with repeat.

No other mosaic tile affords such a delightful range of colors, sizes and textures. Used in combination with Planatile or Incised Planatile, Chromatex makes very striking and colorful effects easily possible.

Flormatex

The new matt glazed floor tile

To harmonize with Planatile in texture and color, Flormatex has been created. A hard, vitreous tile with a matt glaze in the same color range as Planatile. The new sizes (2⅛″ x 2⅛″, 4¼″ x 4¼″, 3″ x 3″, 2″ x 1″, 3″ x 1½″, 4¼″ x 2⅛″, and 2″ hexagon) make possible unusual effects and color designs.

Flormatex is especially adapted for bathroom floors or any place where wear is not excessive. It is equally good for walls and wainscots.

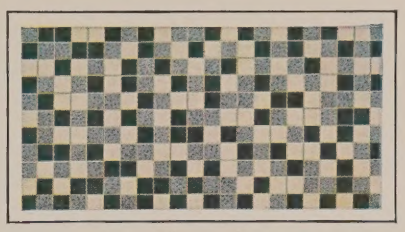


Figure 7

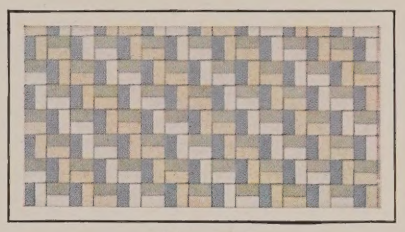


Figure 8

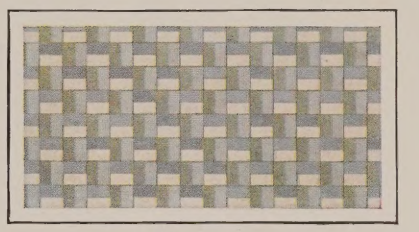


Figure 9

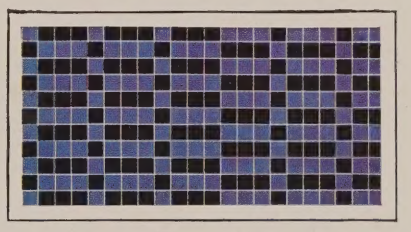


Figure 10

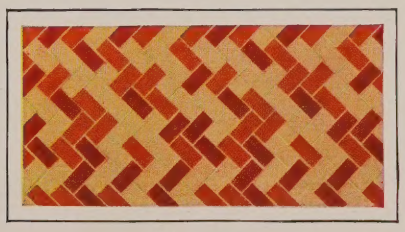


Figure 11

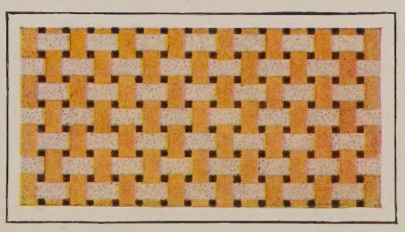
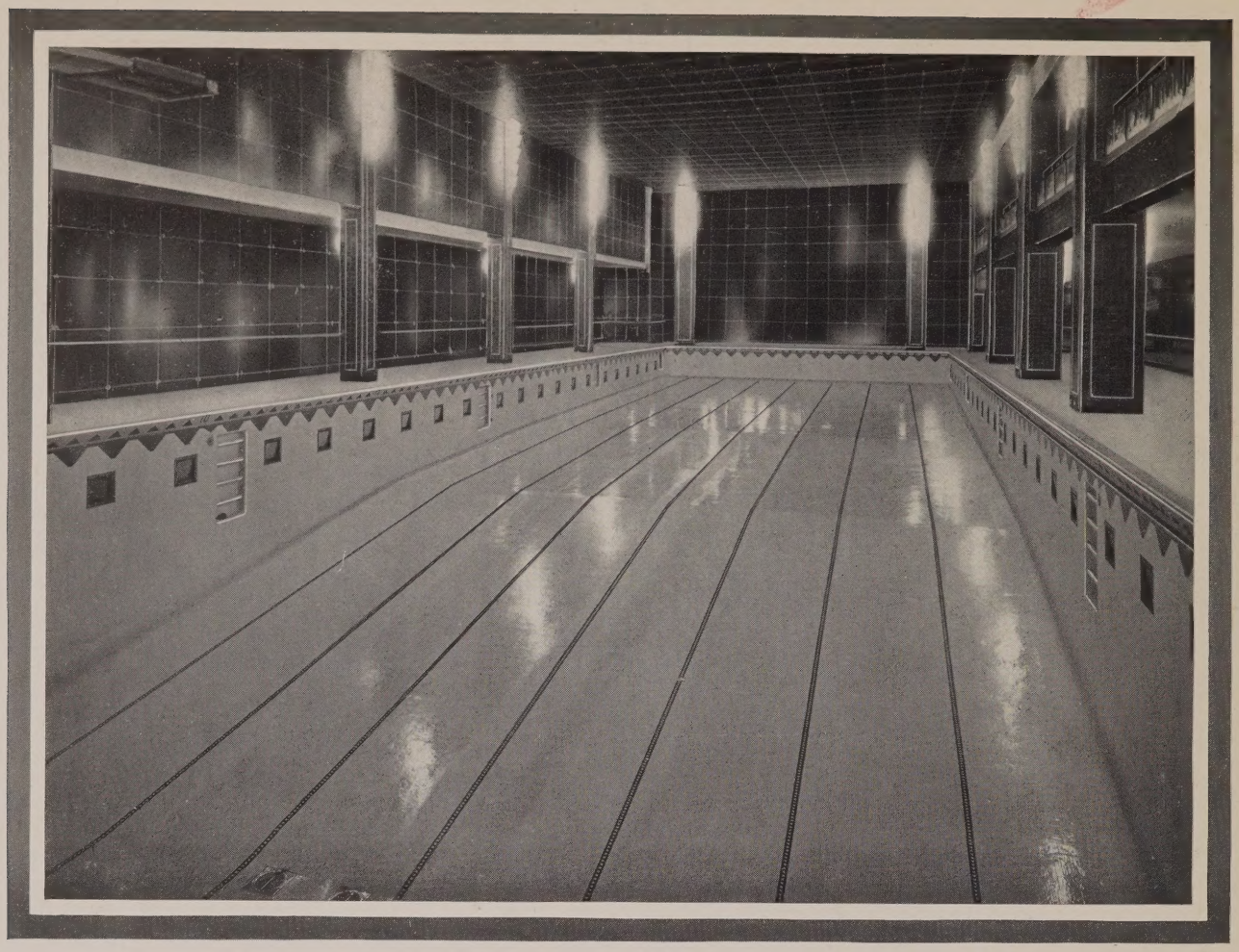


Figure 12



Robertson offers many advantages in building swimming pools

THE Hotel St. George Swimming Pool in Brooklyn, N. Y., (shown above) is the largest and most costly swimming pool in the world. All the tile in this pool is Robertson and was installed by Wm. H. Jackson Company, New York. This magnificent pool is 40′ x 120′ and illuminated from under the water with 87,000 candle-power.

All over the country Y. M. C. A.'s, clubs, schools, hotels, churches, institutions and private homes have built their swimming pools with Robertson tiles.

The new proportions and finishes in both Planatile and Chromatex are especially important here. The satin surface of Robertson Planatile reduces the glare of a large expanse of tile. Chromatex in a wide range of colors and textures can be used for unusual new effects. It has the advantage, too, of being a practical, non-slip surface that does not stain and can easily be kept spotlessly clean and perfectly sanitary.

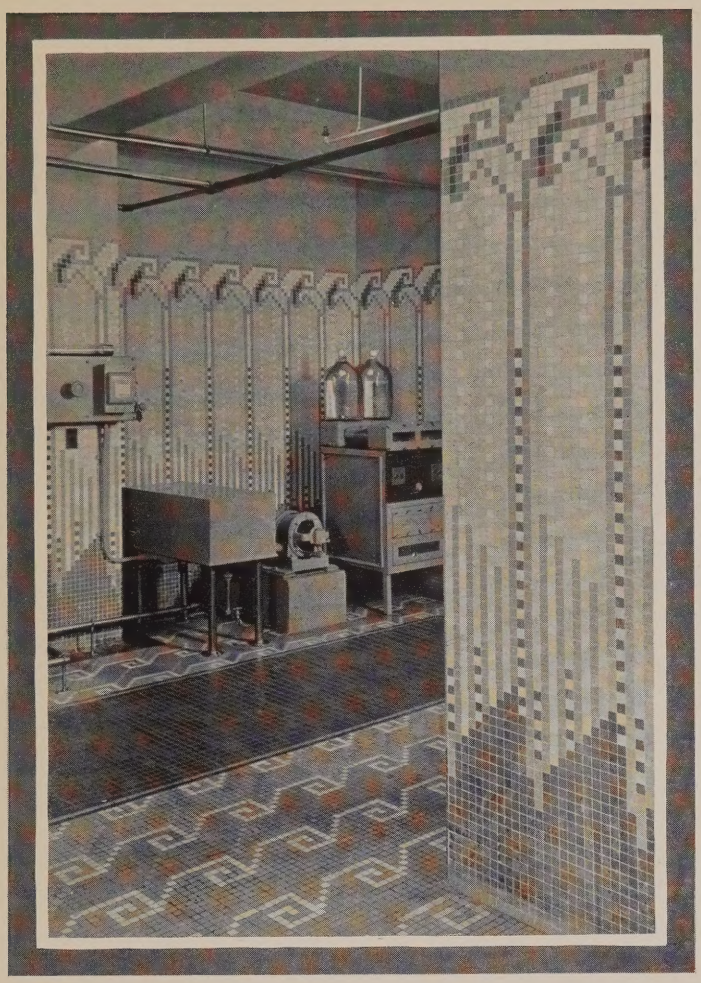
Robertson tile in color is ideal for lines along the pool bottom to indicate swimming lanes, for inlay distance markers and for figures to show depths at different parts of the pool.

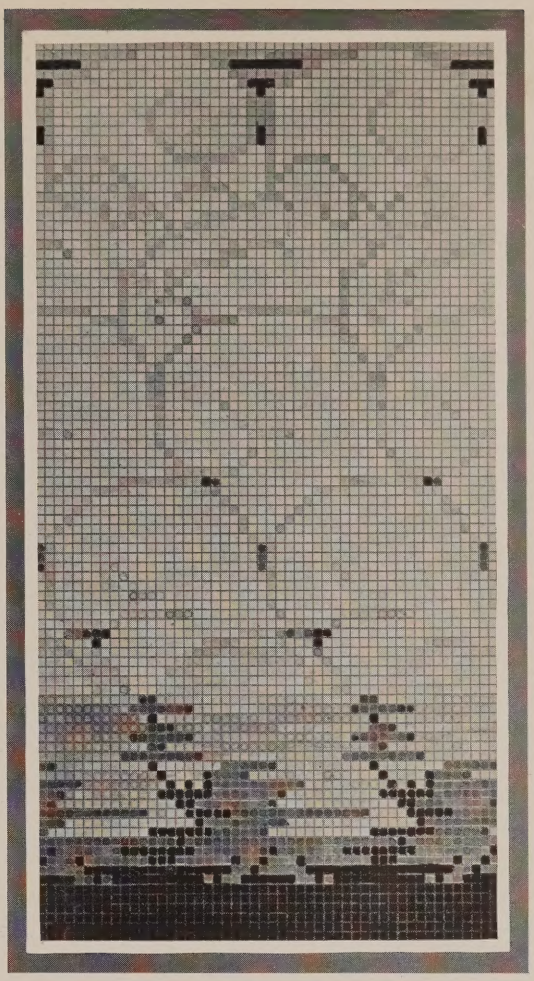
A staff of practical designers is maintained to help you. We will gladly supply complete data, estimates and revisions of plans for the construction of swimming pools with the illustrations of our many installations.

The Robertson Art Tile Company has pioneered in tiled swimming pools and points with pride to numerous installations beginning with the first tile-lined pool constructed in this country in the original Hotel Chamberlain at Old Point Comfort, Va., long since destroyed by fire.

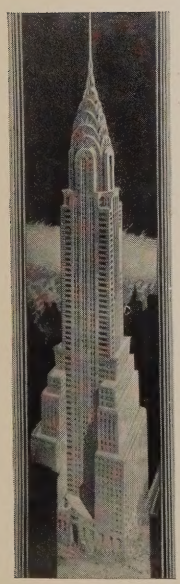
Among other pools in which Robertson tiles have been used are: Knights of Columbus, New York City; Penn Athletic Club, Philadelphia; Y. W. C. A., Orange, N. J.; Fleischman Baths, New York City; the Junior League Pool, New York City.

AVER
CLASSIC





Chromatex is on every floor of the world's tallest structure--the Chrysler Building



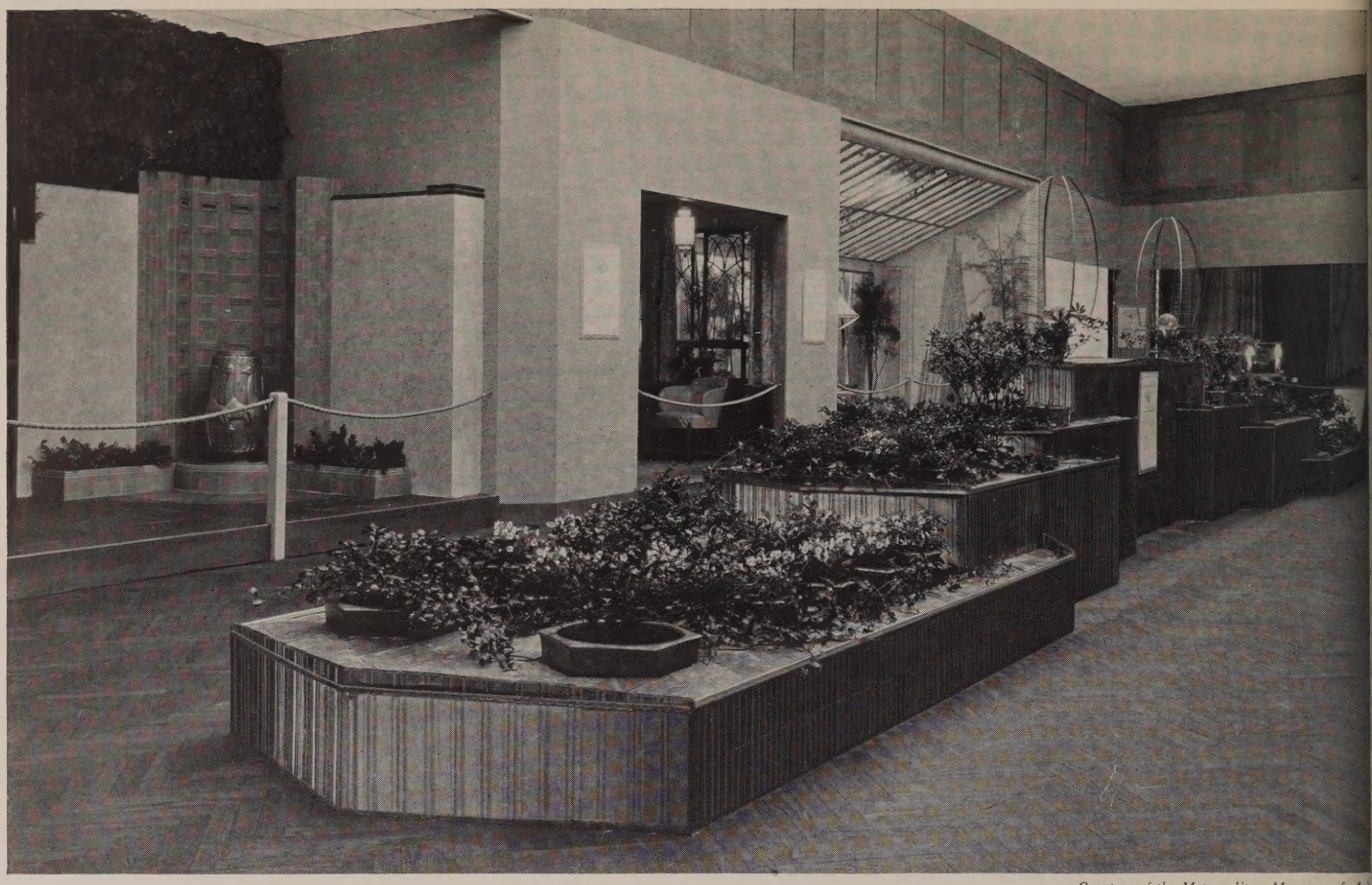
FROM the very top floor down to the sub-cellar where the Hydrozone Room purifies drinking water for the tenants, Robertson Chromatex is an important factor in the beauty of this magnificent building.

The photograph above of the Hydrozone Room shows how attractive a work-room can be made. Color . . . design . . . cheerfulness—in non-slipping and sanitary tile—all this can be secured with Chromatex at a cost no greater than any grade of plain white glazed tile.

William Van Alen, the architect who designed and supervised the creation of this tremendous modern structure, showed his genius even down to the smallest detail. Every wash-room was carefully planned in Chromatex of well chosen colors in unusual wall and floor designs. On page 7 of this book you will see a section of the wainscot from the men's rooms—the women's rooms have a different design in a different color combination.

In the Cloud Club on the 66th, 67th and 68th floors the appropriate cloud effect in the panel pictured above was created with four colors of Chromatex. In addition, Chromatex in pure white, but oblong in shape, was used throughout for the kitchens and pantries.

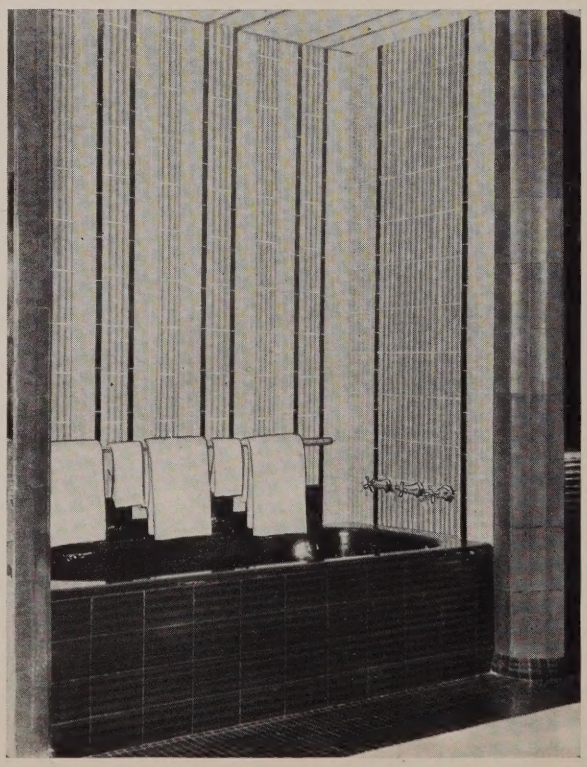
Robertson Chromatex has helped make the Chrysler Building modern and colorful throughout. Wm. H. Jackson Company, New York tile contractors, were responsible for this huge installation of tile.



Courtesy of the Metropolitan Museum of Art

The Metropolitan Museum of Art honors ROBERTSON PLANATILE

ABOVE — This photograph (reproduced by courtesy of the Metropolitan Museum of Art) shows in the foreground a central garden feature. Designed by Armistead Fitzhugh, it combines glass, for plant decks and light transmitters, with Robertson Planatile, "Ripple Wave" design of Pekin Blue, in the facing of the structure. In the upper left hand corner of the same photograph is a City Back Yard Garden, created by Ely Jacques Kahn, with Robertson Art Tile as the main decorative element.



ON THE LEFT—This photograph also is by courtesy of the Metropolitan Museum of Art; and it also reproduces a part of the 1929 Exhibition of Contemporary American Design at the Museum. The walls of this Bath-Dressing Room (Ely J. Kahn, architect) have a revetment of molded glass which heightens the effect of Robertson Planatile panels in "Angle Stripe" design—a panel with black border alternating with a panel in plain tile. A novel and luxurious effect is attained . . . a decided advance over old-style standardized tile.